

Small data: social experiments as tools for modelling

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This talk revolves around the need for experiments as providers of small, but high-quality, controlled data that will in turn lead to advances in modelling and understanding social phenomena. Examples of the interplay between experiments and modelling will be presented, touching upon very relevant issues such as cooperation on networks, reputation in dynamical networks, coordination and cooperation in spatial settings, and joint action in hierarchical organizations. This last problem will be used to discuss how to introduce social contexts in otherwise economically motivated experiments and at the same time to point to the weaknesses of such an approach and how they can be overcome.